

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017/2018

### MLC1113 – MEDIA CULTURE

( All section / Groups )

13 OCTOBER 2017

3.00 PM – 5.00 PM

(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages including this cover page with 6 questions only.
2. This exam paper consists of ONE section only:  
**Short Essay Questions**                      **Answer 5 out of 6**                      **100%**
3. Print all your answers clearly in the answer booklet provided. Make sure you print your ID number on your answer booklet clearly before submitting it.

**Short Essay Questions: 100%**

**Answer 5 out of the 6 questions. Your answer for each question should not exceed 300 words.**

1. A hegemony is a system where one group dominated by another. The dominating group achieves its domination by 'winning' popular consent through everyday cultural life. Discuss further about "The Hegemonic Model" in terms of media representation, and provide relevant real-life examples to illustrate your understanding. (20 marks)
2. Choose any TWO of the following theorists and explain their theories about the effects of media to the society. Provide examples on how their theories relates to the current social media. (20 marks)
  - a. Walter Lippmann
  - b. Paul Lazarsfeld
  - c. Elisabeth Noelle-Neumann
3. Discuss your understanding of Marshall McLuhan's notions of "amputations" and "cultural implications". Provide examples to further explain the terms. (20 marks)
4. Technological determinism is the idea that technological change tends to determine all other economic and social changes. Industrialization of culture is changing both high culture and folk culture into a mass culture. Discuss the evolution of media in the following types of society, in relation to its economic development.
  - a. Agricultural Society (10 marks)
  - b. Industrial Society (10 marks)
5. We are living in the world where the production, distribution and consumptions of the media products happen on a global scale. Media imperialism is a concept that the general public should be aware of, to understand its impact on the society.
  - a. Define the term "media imperialism". (10 marks)
  - b. How does media imperialism affect a particular society? Discuss it with relevant examples. (10 marks)
6. The media that we listen to are potentially very powerful. In film, TV, and multimedia, much of the information and the impact come from the sound component. Discuss the use and impact of radio since it was first invented in the late 19<sup>th</sup> century, and its role today, in this information society. (20 marks)

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